

Figure 1

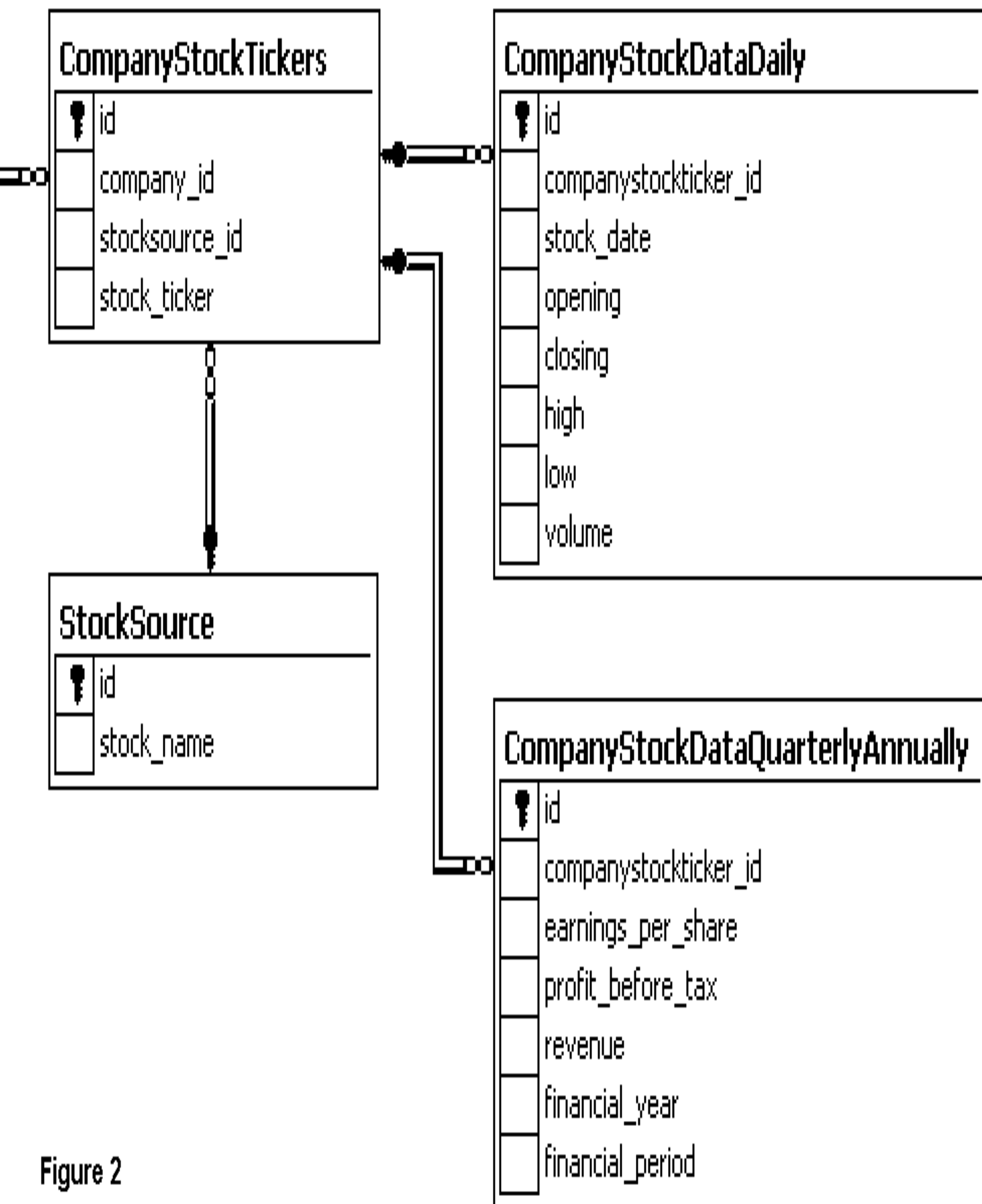


Figure 2

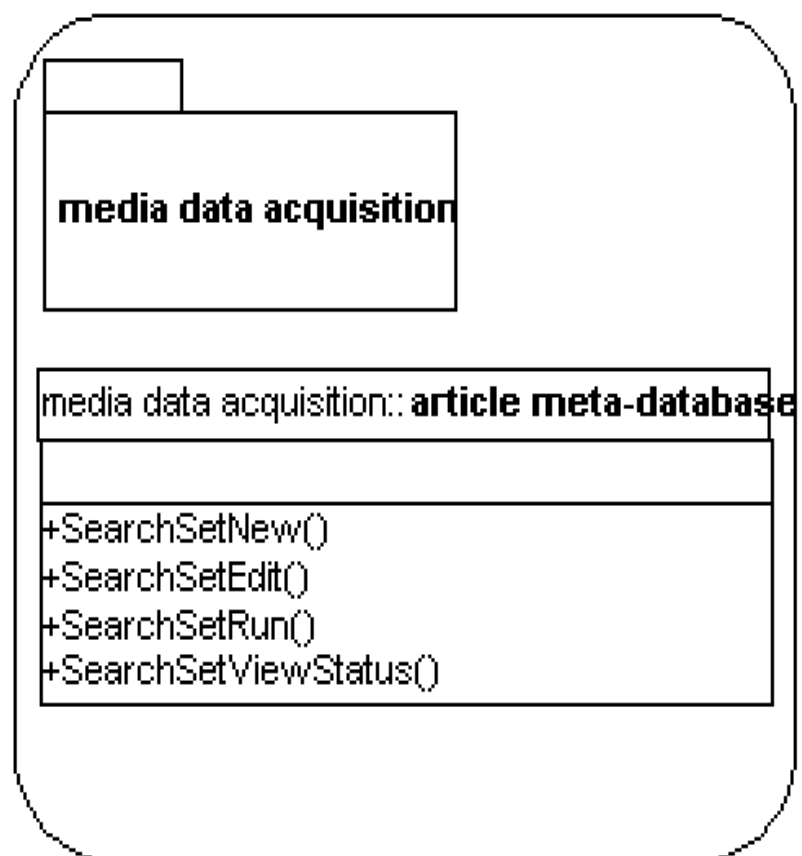
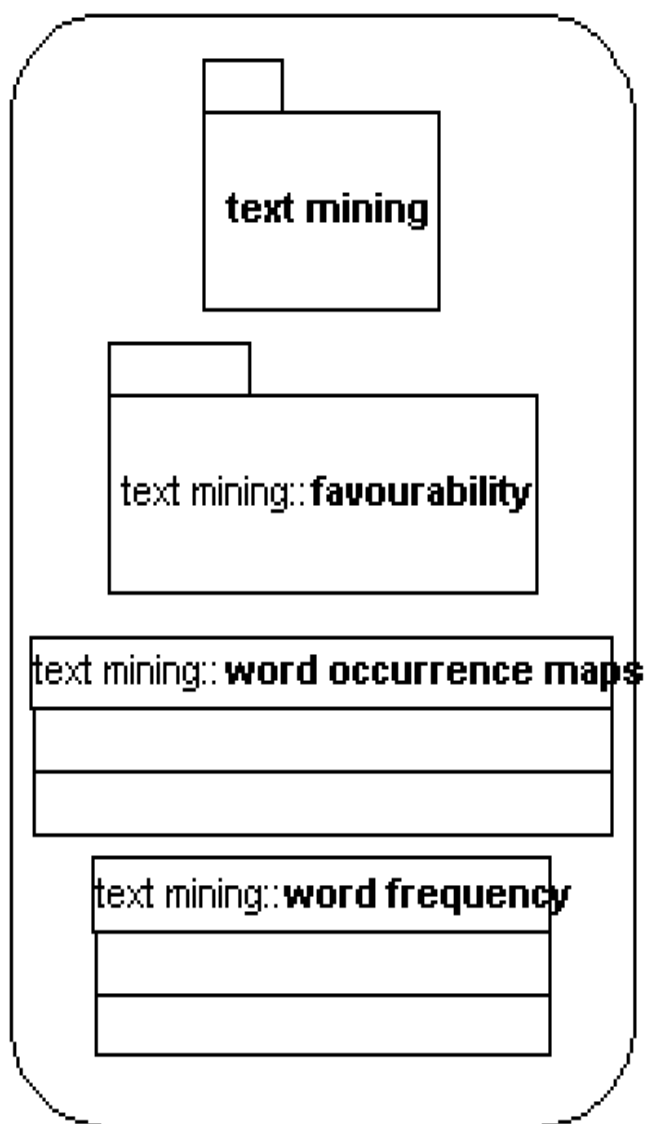
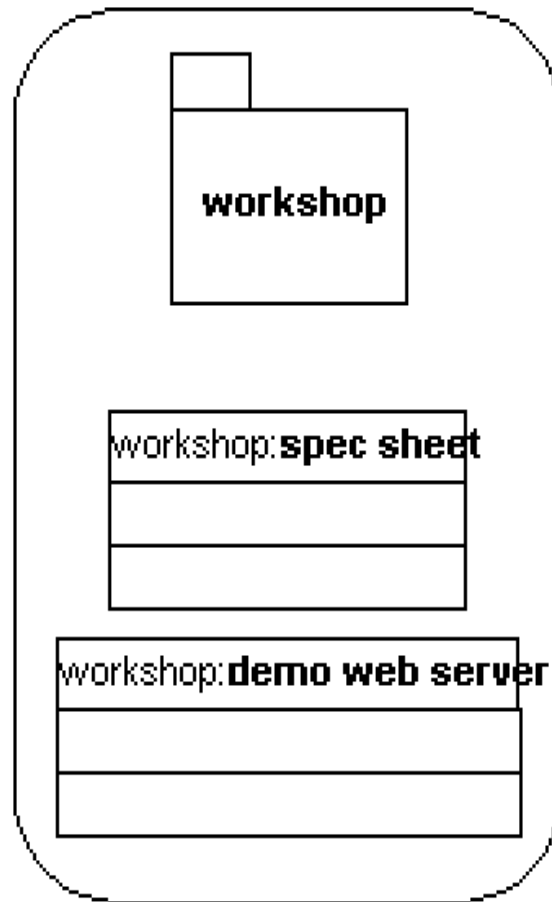
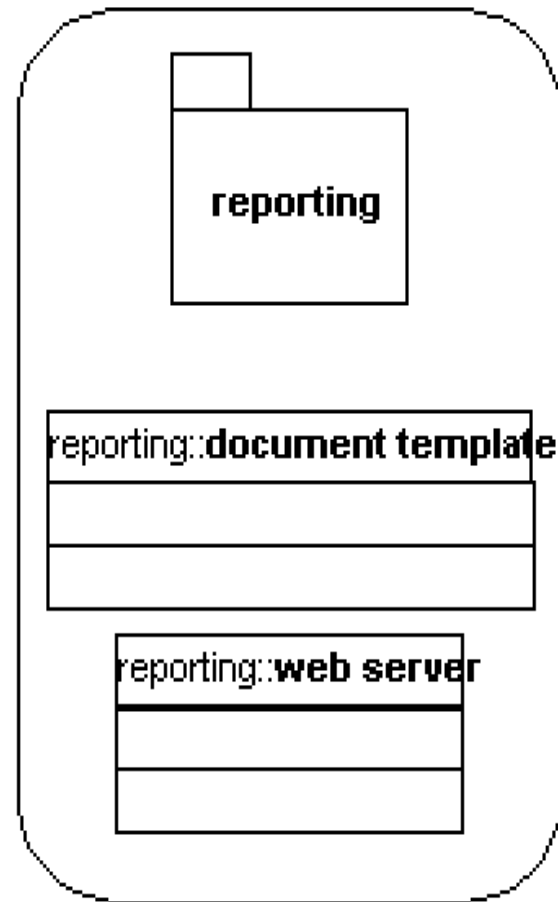


Figure 3

Figure 4

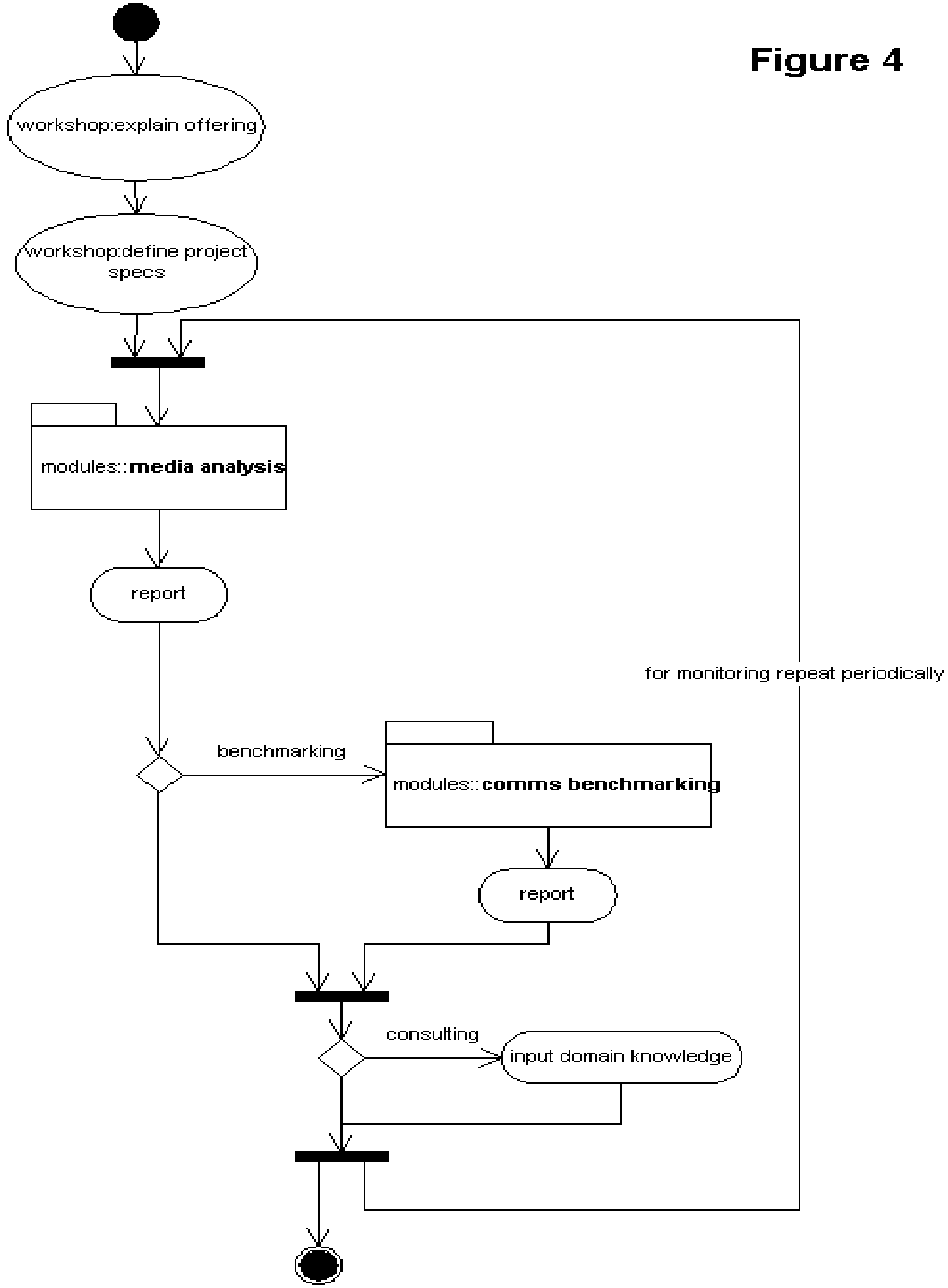


Figure 5

Search Set Name: test search set

Source Name: Factiva

Search Date Range: 01 - 01 - 2000 To 01 - 01 - 2003

By default, empty date entries will search all available articles. Dates are specified in (DD-MM-YYYY), with the first group representing the start date, with the second group representing the end date. Be sure to enter the full 4 digit year.

Common Criteria:

☐ Subject Equals contracts & orders

Delete

Publisher Group Equals Add Common Criteria

Search Permutations

Field Name	List
1. Company	xx, yy, zz
2. Language	aa, bb, cc
3.	

Save Search Set

	id	search_id	generated_name	last_search	results
	18062	619	london_(in=(j	6/4/2003 6:35:47 PM	159
	18063	619	paris_(in=(j8E	6/4/2003 6:35:55 PM	102
	18064	619	new_york_(in	6/4/2003 6:36:06 PM	171
	18065	619	toronto_(in=(6/4/2003 6:36:11 PM	24
	18066	619	madrid_(in=(j	6/4/2003 6:36:15 PM	82
	18067	619	moscow_(in=	6/4/2003 6:36:20 PM	64
	18068	619	leipzig_(in=(jE	6/4/2003 6:36:25 PM	47
	18069	619	havana_(in=(6/4/2003 6:36:30 PM	20
	18074	624	(china)_(hd=(6/4/2003 2:18:13 PM	200
	18075	625	(china)_(hd=(6/4/2003 2:18:21 PM	22
	18076	626	(hd=(3g_or_t	6/4/2003 2:21:22 PM	1341
	18077	627	(hd=(qualcor	6/4/2003 2:21:54 PM	283
	18078	628	2012_(london	6/5/2003 11:49:20 AM	230
	18079	628	2012_(london	6/5/2003 11:49:31 AM	45
	18080	628	2012_(london	6/5/2003 11:51:01 AM	431
	18081	628	2012_(london	6/5/2003 11:51:41 AM	197
	18082	628	2012_(london	6/5/2003 11:54:14 AM	939
	18083	628	2012_(london	<NULL>	
	18084	628	2012_(london	<NULL>	
	18085	628	2012_(london	<NULL>	
	18086	628	2012_(london	<NULL>	
	18087	628	2012_(london	<NULL>	

Figure 6

Search 1 of 3; zenec_atacand_2535722|all_wires_2002-01-01_2003-05-31 (SOV_ProdPubSet)

Sample element 1 of 18; Current Article ID: 2134657

Total article counter 1 of 73

Title: EARNINGS PREVIEW: AstraZeneca Seen Highlighting Crestor ...

Pub Source: Dow Jones International News

Pub Date: 28-Jan-2002

Word Number: 925 Language: English

Summary: OF DOW JONES NEWSWIRES LONDON -(Dow Jones)- U.K. pharmaceutical company AstraZeneca PLC (AZN) is expected to focus on the forthcoming launch of its potential blockbuster drug Crestor, which lowers cholesterol, when the company releases full ...

Favourability

☐ Positive ☐ Negative ☐ Neutral ☐ Blank

Save

Issue:

Prospector Search



Search title

Olympic Eid

Company

WPP

Read DB

2bDb

Read field

full

Job

_B2012_S0V

Last executed at

5/6/2003 2:08:00 PM

Min word length

4

Max word length

15

SearchSet

_B2012_S0V

```
SELECT dbo.searchresults.id, DATEPART(mm, dbo.searchresults.pub_date) AS [Month],
DATEPART(yy, dbo.searchresults.pub_date) AS Year FROM dbo.SearchResults INNER JOIN
dbo.SearchRefined ON dbo.SearchResults.searchrefined_id = dbo.SearchRefined.id INNER JOIN
dbo.Search ON dbo.SearchRefined.search_id = dbo.Search.id
WHERE CONTAINS(searchresults.snippet, {PT}) AND searchresults.pub_date IS NOT NULL AND search.searchset_id = {ID}
ORDER BY DATEPART(yy, searchresults.pub_date), DATEPART(mm, searchresults.pub_date)
```

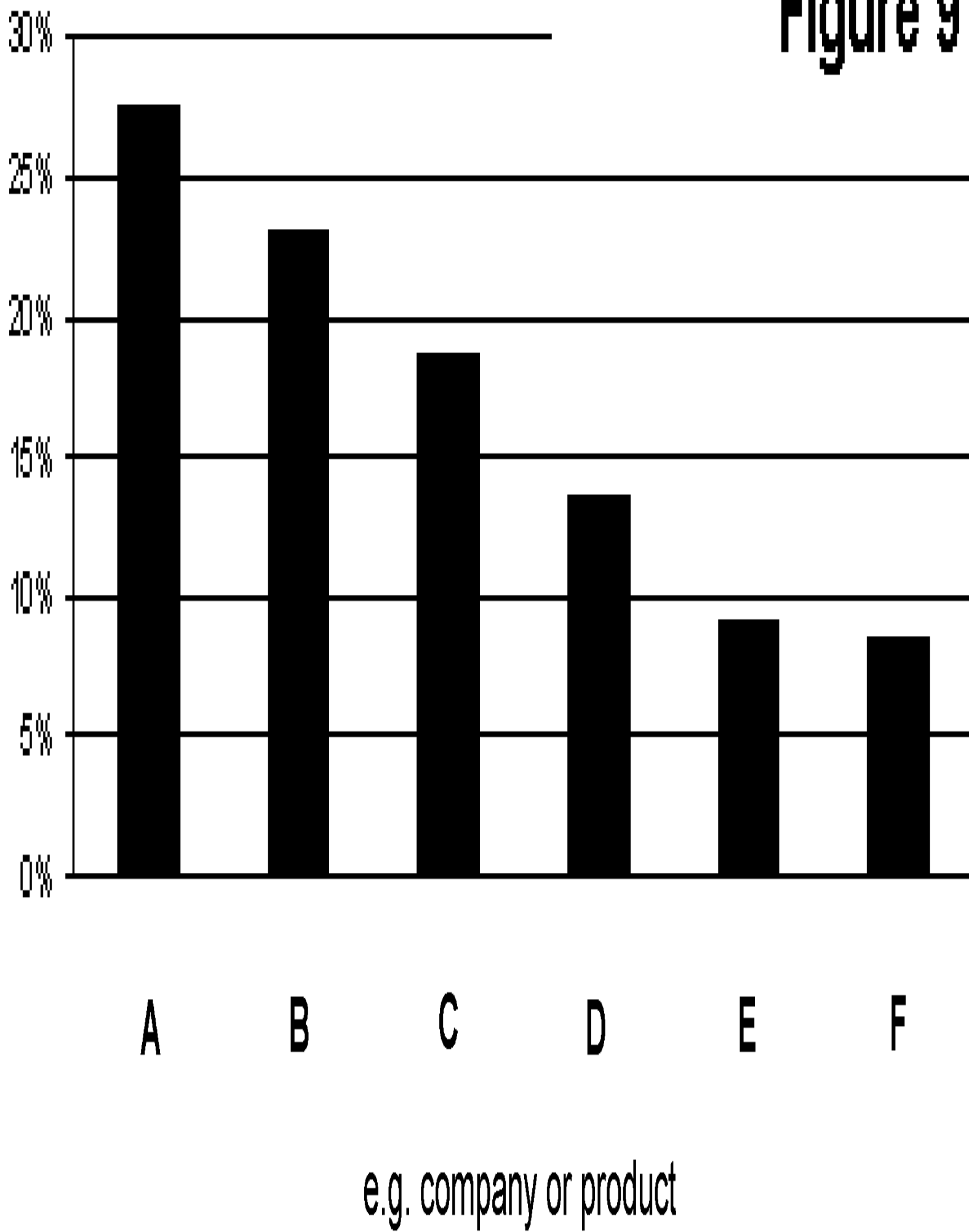
Target peer(s) (comma separated)

London

Mark	Search	Target peers	Read DB	Read field	Min word len	Max word len
<input type="checkbox"/>	Olympic Eid	London	2bDb	full	4	15
<input type="checkbox"/>	Search for Fiorina	Fiorina	2bDb	full	4	15
<input type="checkbox"/>	Search for Palmsano, Fiorina	Palmsano, Fiorina	2bDb	full	4	15
<input type="checkbox"/>	Ismod	Fancilottiwest	2bDb	full	5	15
<input type="checkbox"/>	Text For Express	proton	2bDb	full	4	15

Figure 8

Figure 9



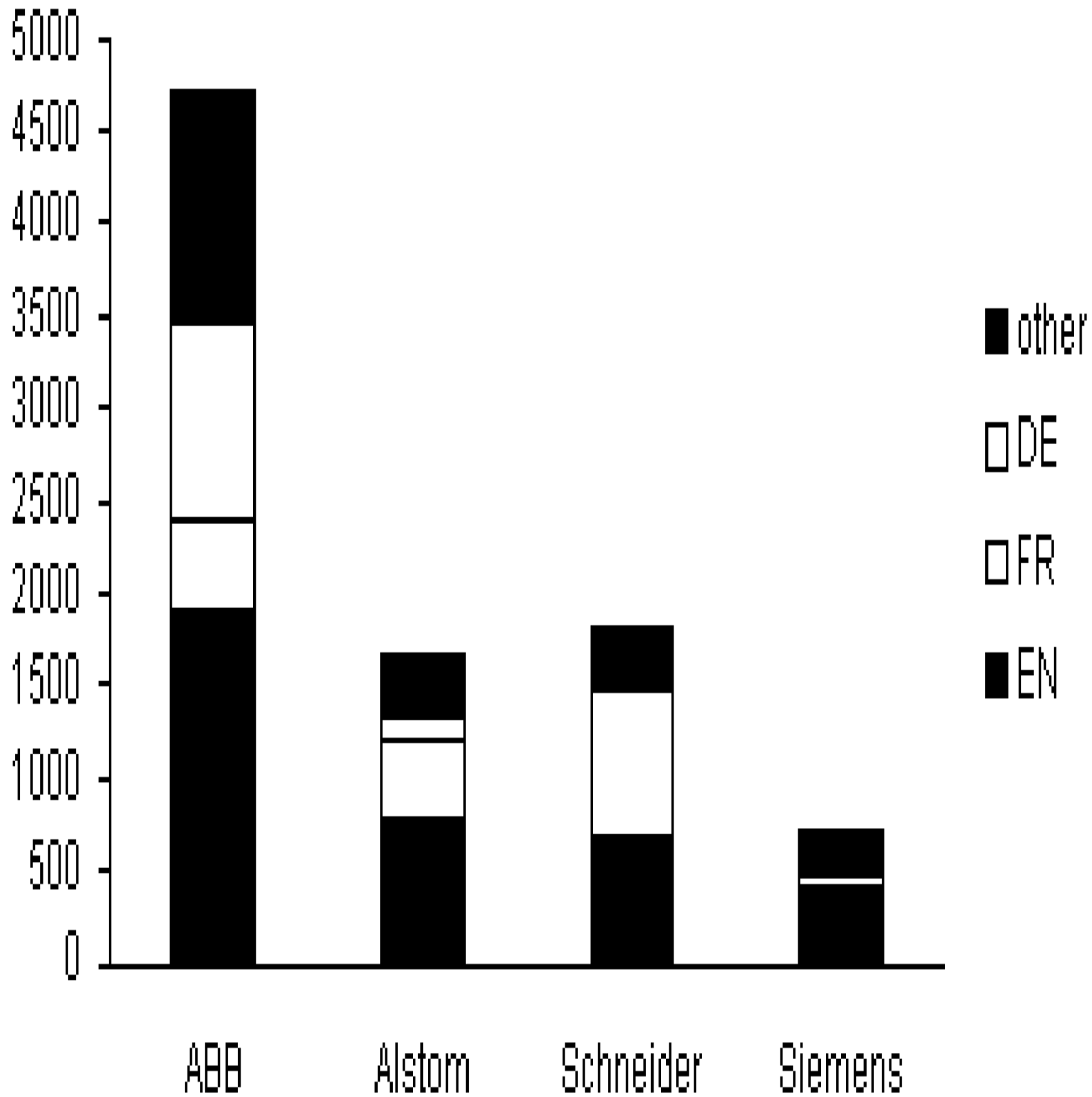


Figure 11

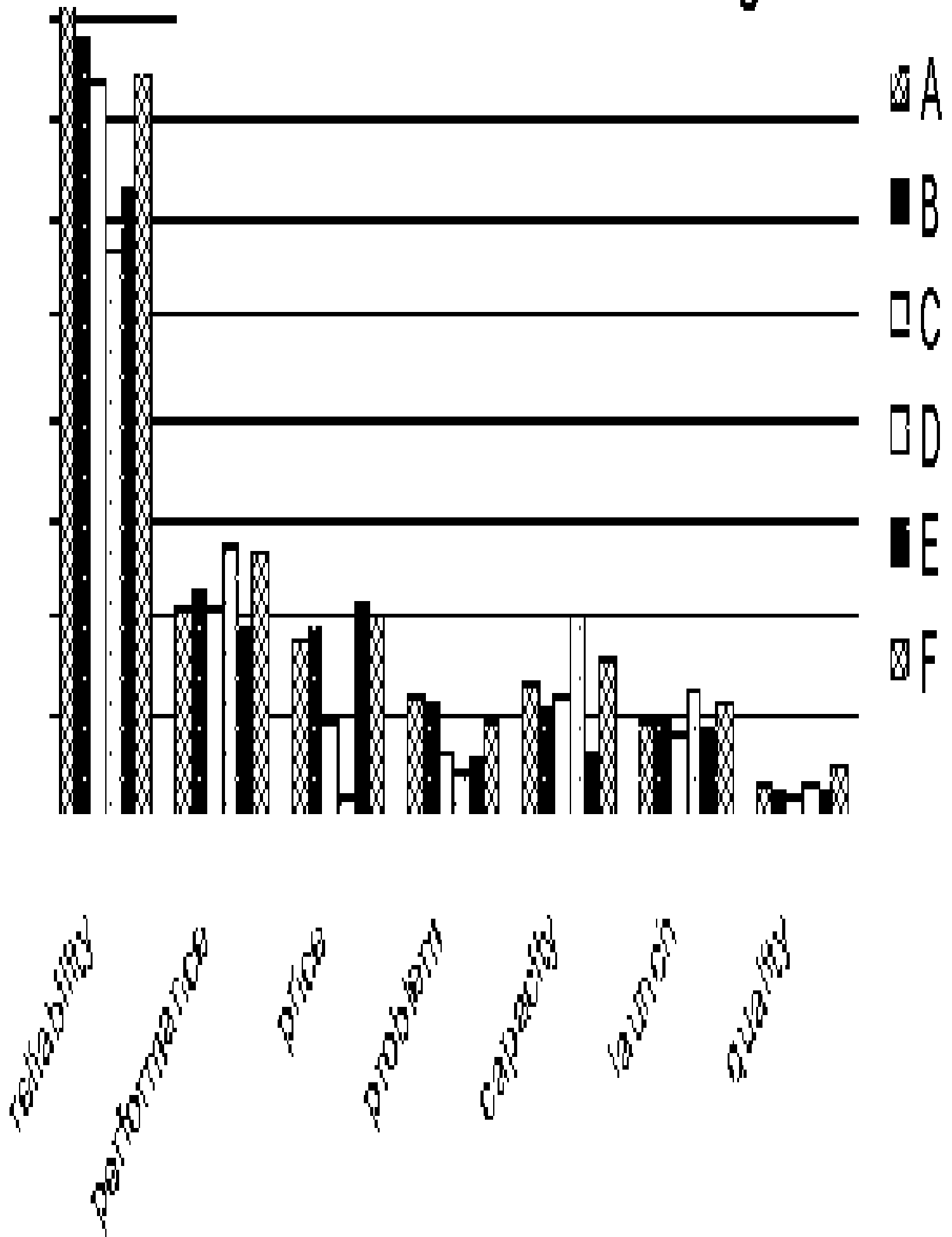


Figure 12

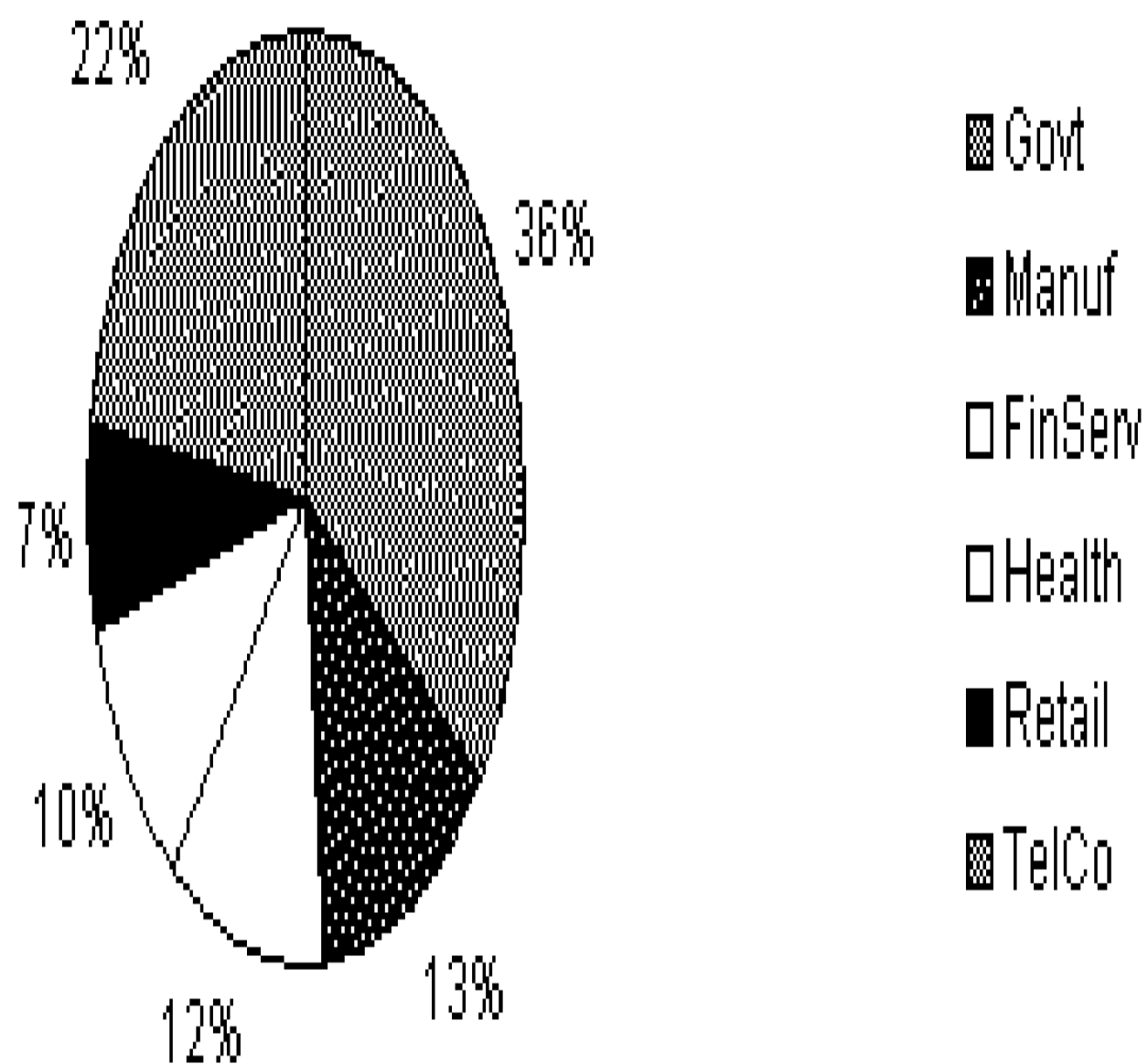


Figure 13

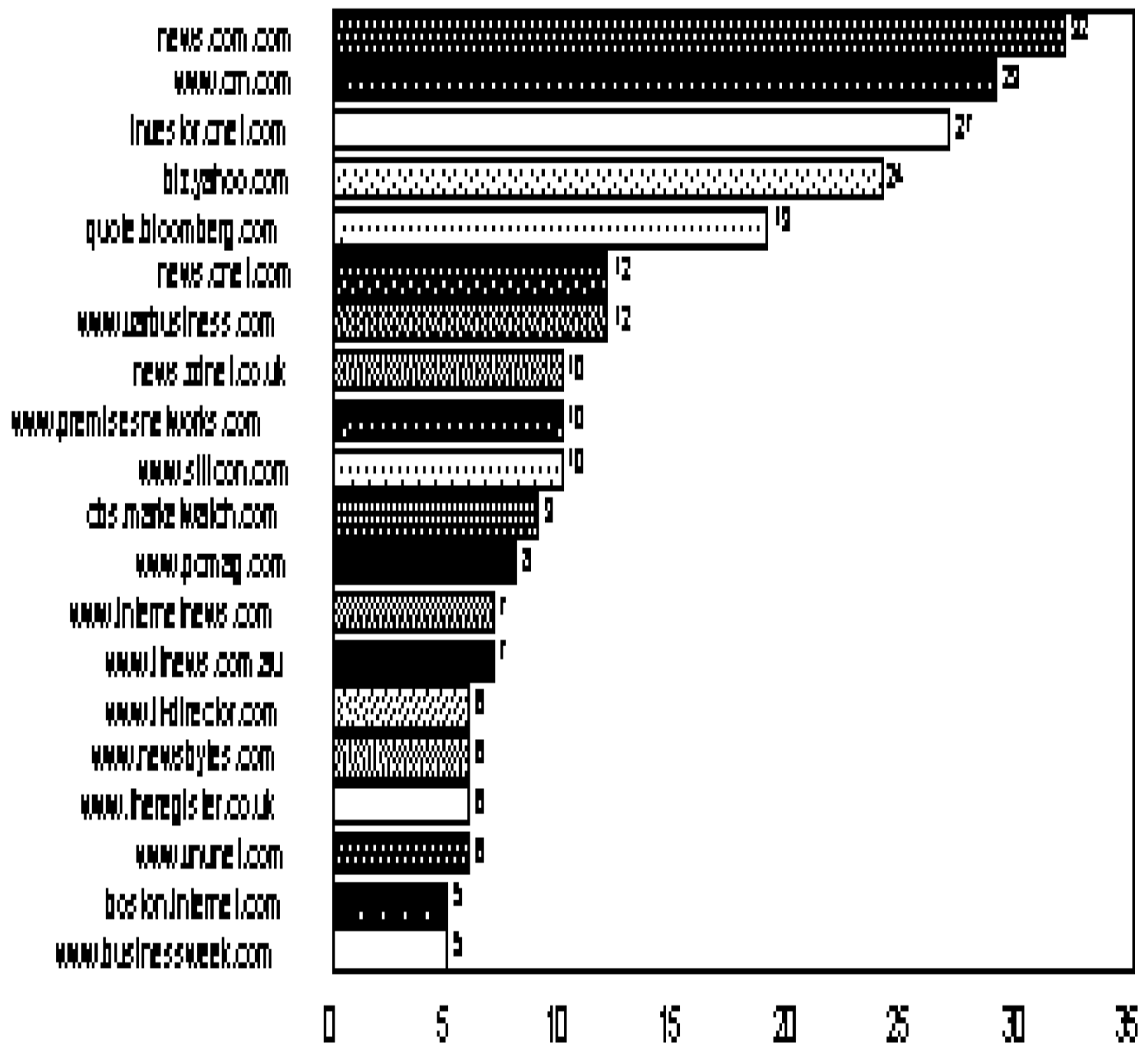
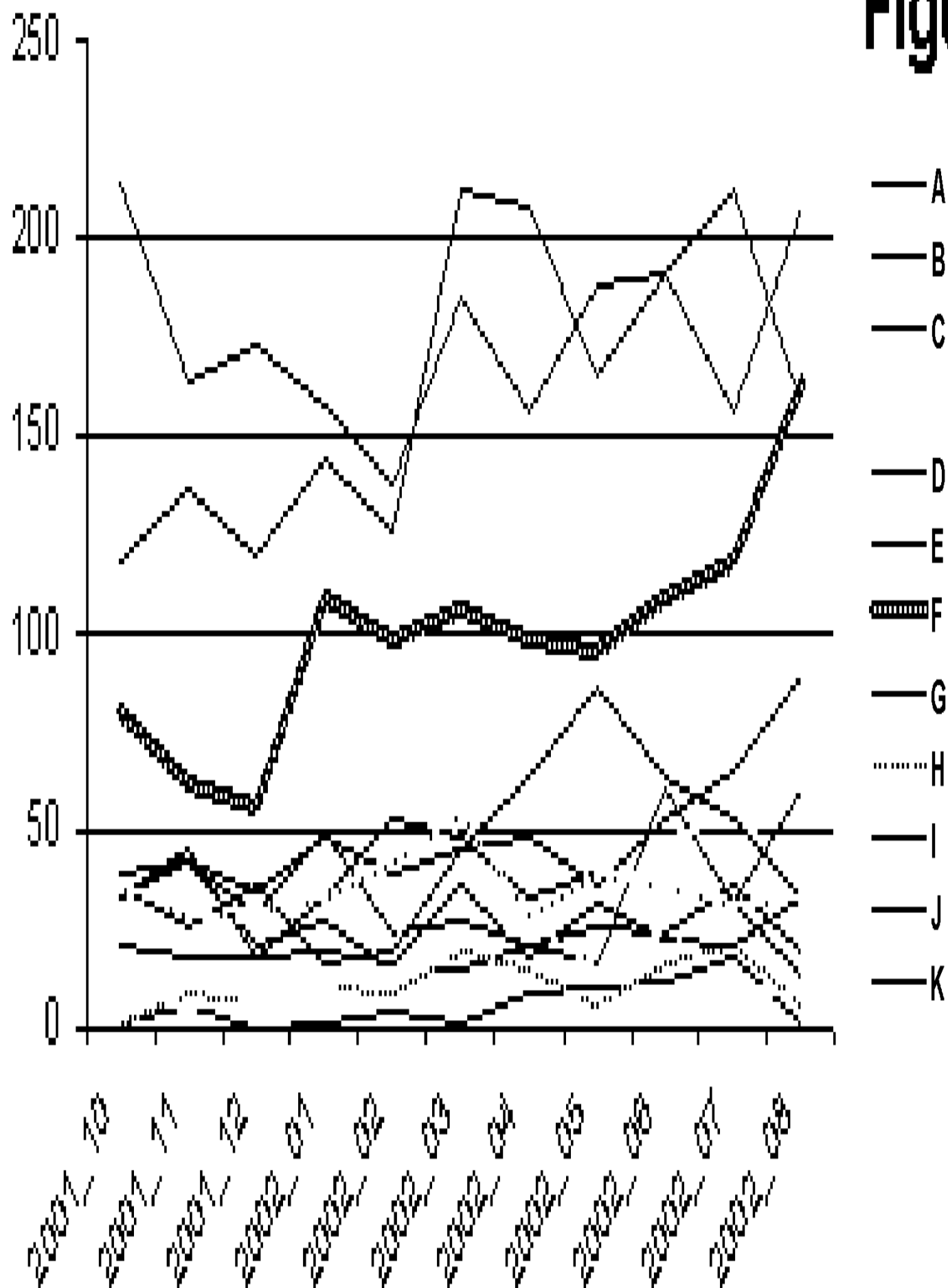
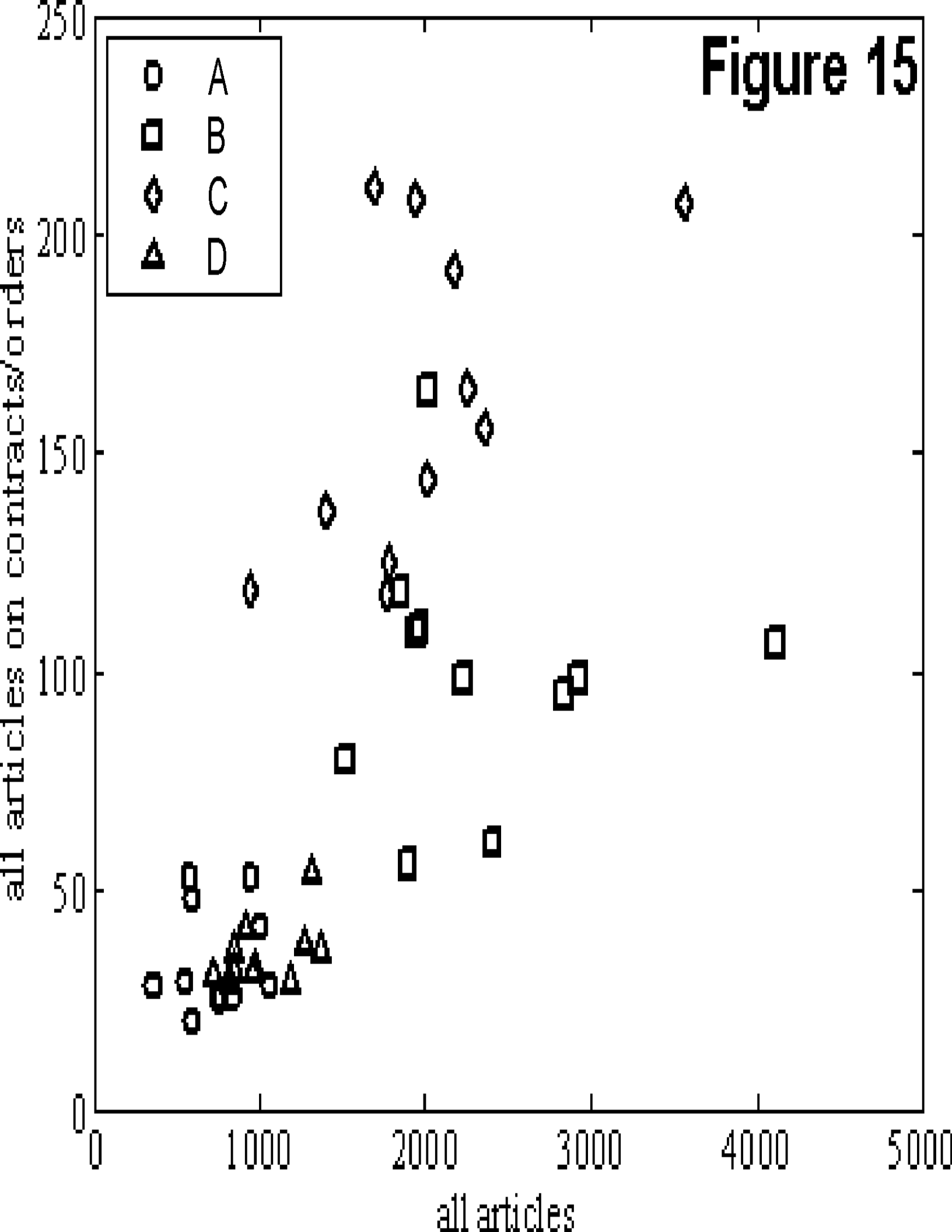


Figure 14





end user (comms person of customer company)
or intermediary (account team from PR company)

modules overview

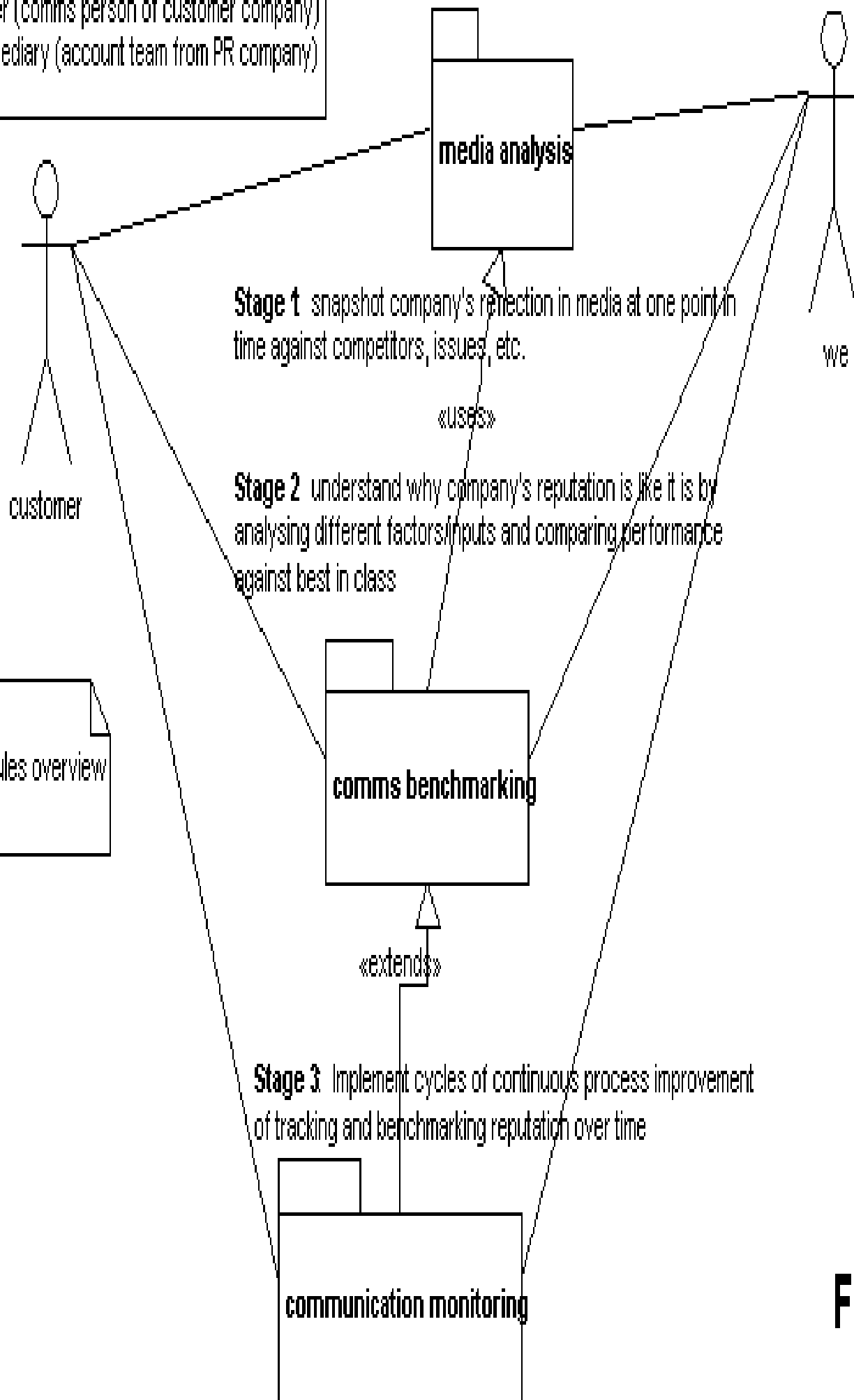


Figure 16

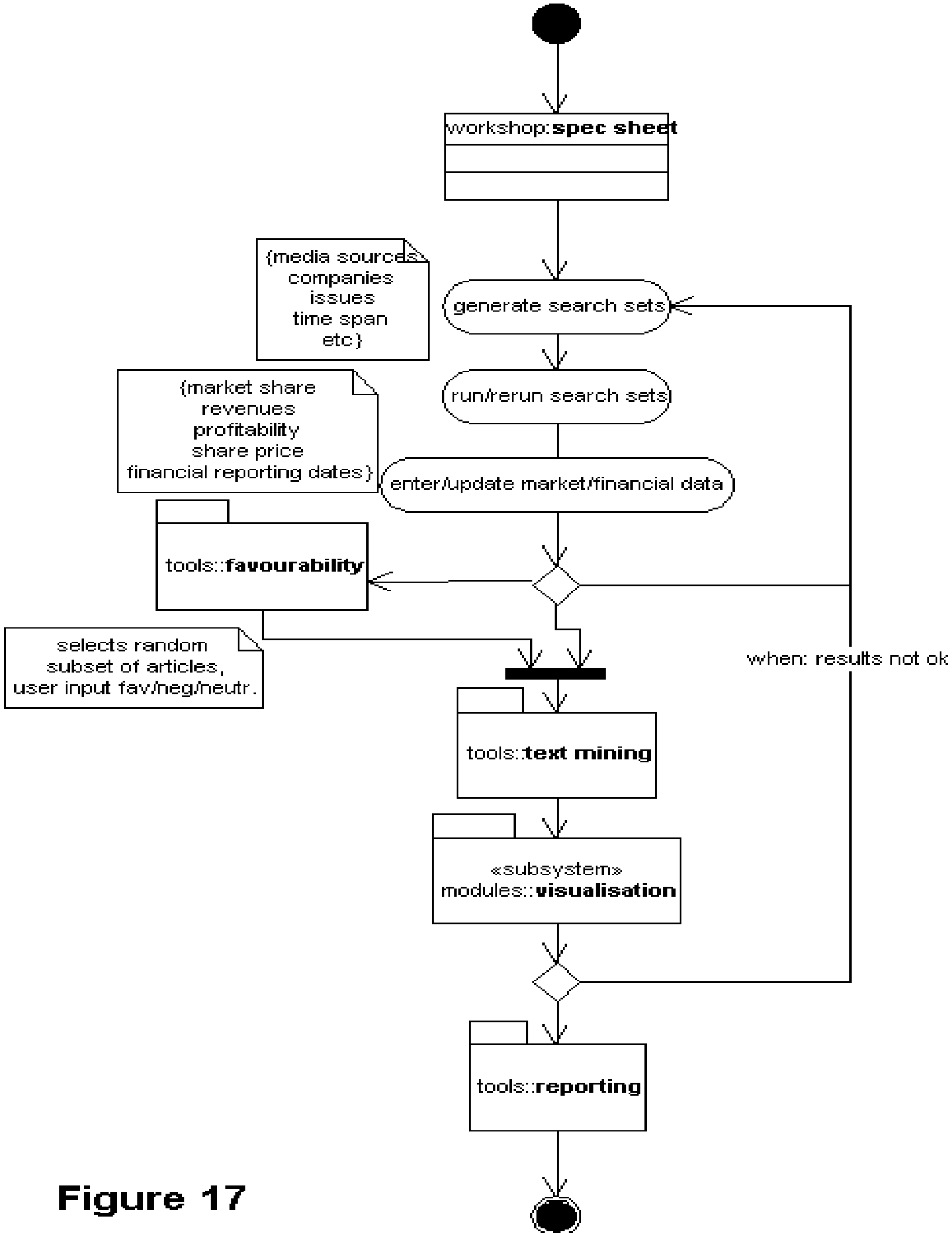


Figure 17

METHODOLOGY

FULL METRICS
LIST

MINITURE
GALLERY VIEW

SEARCH FOR
A GRAPH

Gallery Pathways

Performance
Grid

Metric

Business unit

Region

Period

CORPORATE
BU1
BU2
BU3
BU4

NORTH AMERICA
LATIN AMERICA
EMEA
ASIA PAC
JAPAN

SHOW ME
WORST PERFORMERS
BEST PERFORMANERS

COMP. A

COMP. B

COMP. C

COMP. D

COMP. D

COMP. E

COMP. F

SHARE OF
VOICE+

ISSUE
COVERAGE

NEWSWIRE
TRACKER

PRODUCT
COVERAGE

PRESS
FREQUENCY

FAVOURABILITY



Figure 18

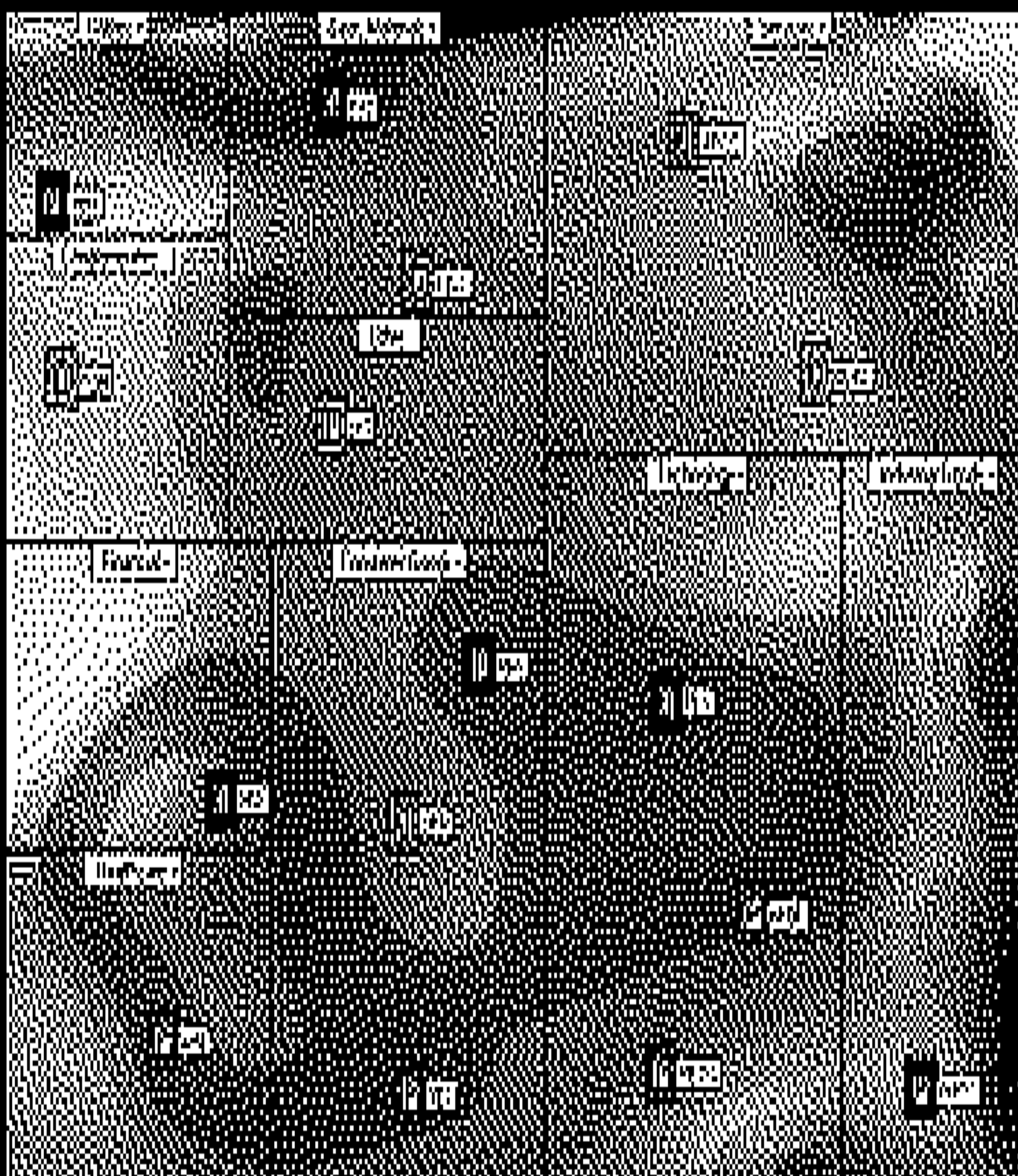


Figure 19

Figure 20

